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~~Expressions~~

~~(Regex)~~

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Meta Tags Guide

Joshua Hardwick

Updated:

September 21,

2020 Meta tags

are snippets of

code that tell

search engines

important

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information about your web page, such as how they should display it in search results. They also tell web browsers how to display it to visitors. Every web page has meta tags, but they're only visible in the

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HTML code.

Meta Tags for
SEO: A Simple
Guide for
Beginners

Six meta tags to
improve the
optimization of
your site 1.

Title tag. The
title tag is one
of the first

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things that users notice in the SERPs. It's the title of your page that...

2. Meta description. The meta description is of equal importance to the title tag. If the title tag is the title that... ..

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A quick and easy guide to meta tags in SEO - Search Engine

...

Meta tags provide information about the webpage in the HTML of the document. This

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information is called "metadata" and while it is not displayed on the page itself, it can be read by search engines and web crawlers. Search engines such as Google use metadata from meta tags to

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understand
additional
information
about the
webpage.

The Ultimate
Guide to SEO
Meta Tags - Moz
Defining Meta
Tags
Technically,
meta tags form a

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part of the HTML code found in the webpage headers. Also known as HTML elements, meta tags are text codes, which assist search engines to understand your site content better. They are highlights of

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the actual
content found on
your site page.

Beginners Guide
to Meta Tags »
WebNotes

In technical
terms, meta tags
are simple
portions of HTML
code located in
the headers of

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web page. Meta tags play an important role in helping search engines understand what the content of a website relates to. Why Are Meta Tags So Important? Quite simply, the information contained in

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them is used by search engines to index a page.

Beginners Guide
To Meta Tags -
LCN.com

One of the main elements of on page SEO is creating and editing the web page meta tags.

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The Meta tags are located in the header section of a web page and are invisible to the web page visitor. Because they are invisible to the average site visitor they are often overlooked by new website

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owners

Understanding
SEO Meta Tags-
Beginners Guide
With Examples
Keep page title
tags to 12 words
and under 60
characters.
Include keyword
phrase. Use
50-word meta

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descriptions
with short
sentences. Avoid
repetition. Be
succinct. Do not
keyword stuff.
Summarise the
page. Make meta
tags unique to
the page. Review
and optimise
your SERP
snippet.

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Meta Tags: Best Practices For Meta Description & Meta Keywords

Meta tags are HTML elements that provide information about a web page for search engines and website visitors. These

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elements must be placed as tags in the <head> section of a HTML document so therefore need to be coded in your CMS.

Complete guide
to meta tags in
SEO - Search
Engine Watch

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General tips for writing meta data • Including details of special offers like the example below •

Encourage the reader to take action and introduce a sense of urgency, especially if

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there's a time-
limited
special... • Use
emotional and
psychological
triggers. Learn
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guide from Moz.
• ...

A beginner's
guide to writing
title tags and

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meta ...

The `<meta>` tag defines metadata about an HTML document.

Metadata is data (information) about data.

`<meta>` tags always go inside the `<head>` element, and are typically used to specify

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character set,
page
description,
keywords, author
of the document,
and viewport
settings.

Metadata will
not be displayed
on the page, but
is machine
parsable.

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HTML meta tag -
W3Schools

Meta tags are a code of text that describes what your webpage is about. The meta tag doesn't appear on the page itself, but it will be on the backend side of your webpage

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in the code section. Meta tags provide information about the webpage in the HTML of the document. This information is called “metadata”.

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Which Meta Tags
Do You Need to
Use? Title. What
does it do? This
indicates the
name of the
page. Do you
really need it?
Yes, this one is
non-negotiable
as...

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Description.

What does it do?

This is a brief
summary of
what's to be
found on the
page. In search,
this is the
page...

Character Set.

What ...

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You Need to Know
| Webdesigner
Depot

Meta tag optimization is the original SEO. But gone are the days when throwing long lists of keywords into a meta tag could move your site to the first

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page of Alta
Vista, Excite or
Webcrawler. For
that matter,
gone are Alta
Vista, Excite
and WebCrawler.
Today's SEO
isn't the SEO
of, well, your
slightly older
sibling.

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Complete Guide
to Mastering
Meta Tags |
Stoney deGeyter

Meta tags are
parts of HTML
code that
provide site
information to
search engines.
Some meta tags
are visible to
users (for
example, title)

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but most of them are designed to help the search robot to correctly rank and display pages. It's rather difficult to group meta tags into the same category since they all have different functions.

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Meta Tags for
SEO: Complete
Guide for
Beginners -
SeoQuake

Meta Tags is a
tool to debug
and generate
meta tag code
for any website.
With Meta Tags
you can edit and

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experiment with
your content
then preview how
your webpage
will look on
Google,
Facebook,
Twitter and
more! What are
Meta Tags Meta
tags are
specific
snippets of text
and image

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content that
provide a
summary for a
webpage.

Meta Tags –
Preview, Edit
and Generate

A meta tag is a
tag in HTML
(hypertext
markup language)
that describes a

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specific aspect of the web page content. The presented information in a meta tag is utilized by search engines to index the page. It is positioned near the top of the HTML code in a web page,

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usually as part
of the heading.

Meta Tags
Beginners Guide
- OrganicSoft
INC

The function of
a meta element
is to convey
additional
information to a
website, which

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facilitates the analysis of HTML files and makes maintaining file contents easier. HTML meta tags almost always follow the same structure; an element is first defined and then assigned a content. The formula for

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declaring
metadata follows
this structure:

Important meta
tags | essential
& useful meta
tags for SEO ...
Meta tags are
short texts,
short HTML code
chunks that help
search engines

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understand your page and the information on it. Accordingly, if you add meta tags in WordPress correctly, then search engines will display your page for users.

Otherwise, your page will get

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lost among
thousands of
others.

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